

Introduction

Welcome to the latest version of the WhatCounts Facebook Email Subscription Page tutorial. This step by step guide will help you implement a simple mailing list signup form for any Facebook page using the WhatCounts Publicaster, Professional, or Broadcaster Edition services.

Important: this guide has been written for Facebook company and organization pages using the new Timeline feature! The instructions within will not work with “older” Facebook brand pages.

Prerequisites

Before we begin, this guide assumes:

1. You have a Facebook Page already and it's operational, ***using the new Timeline feature for brands.***
2. You have a WhatCounts SaaS (Publicaster or Professional) or Broadcaster Edition service and an active mailing list.
3. You have some level of technical skill or have someone on staff who is technically capable.
4. You have a web server with an installed and operational SSL certificate.

If you think you may lack any of these prerequisites, be sure to talk to your IT/technology department and your WhatCounts Dedicated Account Manager before you begin.

Create your app content

Before you begin the process of setting up a Facebook App, you'll want to prepare the content. We'll use the WhatCounts Professional Edition below, but the steps are substantially the same for Broadcasters and Publicaster Editions of the WhatCounts platform.

Generate the basic subscription code for your email list from your platform. If you need additional assistance with this, please contact your Account Manager!

The screenshot shows a web-based 'Forms Wizard' interface. At the top, the title 'Forms Wizard' is displayed in a large, bold, blue font. Below it, a subtitle reads 'Generate HTML forms for subscribe and unsubscribe landing pages'. The main content area is a light blue box containing several form fields and options:

- List:** A dropdown menu showing '00 - Monthly Newsletter List WC BSF Customer...'. Below it, a 'Generate:' dropdown menu is set to 'Subscribe Form'.
- Default format:** Three radio buttons are present: 'Multipart MIME' (which is selected), 'HTML', and 'Plain Text'.
- Format options:** Two checkboxes are shown: 'Show checkboxes for format choices' and 'Show checkbox for RSS Signup', both of which are currently unchecked.
- Goto URL:** A text input field containing the URL 'http://www.whatcounts.com/thank-you/?regco'. Below this field, a note states: 'This is where the user's browser will be directed after their request has been processed.'
- Error Landing Page:** An empty text input field. Below it, a note states: 'This is where the user's browser will be directed if a generic error occurs.'

At the bottom right of the form, there are two buttons: 'Cancel' and 'Next »'.

Here's what the actual code looks like that you'll copy and paste:

Forms Wizard

Summary

Place the following form on your web site to allow your visitors to subscribe to your list. With your mouse, select the HTML within the text area below (or click *Select All*) and copy it to your clipboard (Ctrl-C). Then, paste (Ctrl-V) it into the HTML code where you want the form to appear.

```
<form action="http://whatcounts.com/bin/listctrl" method="POST">
  <input type="hidden" name="slid"
value="4EB045FEF697325875785FA95757E74C543BF8F6154301CB" />
  <input type="hidden" name="cmd" value="subscribe" />
  <input type="hidden" name="goto" value="http://www.whatcounts.com/thank-you/?
regcomplete" />
  <input type="hidden" name="errors_to" value="" />

  <table>
    <tr>
```

Select All

Once you have pasted the HTML into your template or code you may change its appearance to suit your content style. However, it is important that you keep the field names and values as generated above for the form to work properly.

« Back Close

Paste this code into a blank HTML document using the HTML editor of your choice, such as Dreamweaver or Kompozer. Load it to your webserver and make sure it looks and works the way you want it to work.



GAMECHANGER

The WHATCOUNTS Weekly Newsletter

GET FREE EMAIL MARKETING TIPS WEEKLY!

Subscribe for free to the GameChanger, the WhatCounts email marketing newsletter. Each Thursday, you'll get tips, ideas, strategies, and educational videos to help you find and grow your email marketing ROI.



[» Click here to preview a recent issue.](#)

Fill out the very, very short form below to get started!

Email:

[Subscribe to the GameChanger](#)

Power tip: install your Google Analytics tracking codes on this page and you'll be able to track the performance of your Facebook Page!

This next part is very important, as your Facebook app will NOT work without it. The URL of this page on your webserver must work both in regular HTTP and secure HTTPS modes. Make a note of the URL of your page, and then test it. For example:

<http://www.yourdomainhere.com/yourfacebookpage/>

and

<https://www.yourdomainhere.com/yourfacebookpage/>

should both work. If they don't, do not proceed until you've gotten help to make

sure both work.

You're ready for the next step.

Create a New Facebook App

Start by heading to Developer.Facebook.com and choosing Build Apps on Facebook.

facebook DEVELOPERS Search Documentation Support Blog Apps Christopher Penn

Hack the Graph

Build with the Open Graph. Integrate deeply into the Facebook experience. Grow lasting connections with your users.

[Get Started](#) or [Learn More](#)

Build for Websites

Drive growth and engagement on your site through Facebook Login and Social Plugins.

Build for Mobile

Let users find and connect to their friends in mobile apps and games.

Build Apps on Facebook

Integrate with our core experience by building apps that operate within Facebook.

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Learn Social Design

Social Design is a way of thinking about product design that puts social experiences at the core. Create these social experiences with the features available on Facebook Platform. [Read more](#)

Showcase

See how companies make their sites personalized and social with Facebook

You'll create a new Facebook app:

Create New App

App Display Name: [?] WhatCounts Email Marketing Newsletter **Valid**

App Namespace: [?] wcgamechanger **Available**

☒ I agree to the Facebook Platform Policies.

[Continue](#) [Cancel](#)

Choose whatever you want the app to be called. It should include the name of

your newsletter and/or company so that Facebook users will know exactly what they're getting.

You'll also need to choose an app namespace. This is a unique name for the app.

Once you've completed this step, you'll be greeted with your app's page:

The screenshot shows the Facebook Developers interface for an app named 'WhatCounts Email Marketing Newsletter'. The top navigation bar includes 'facebook DEVELOPERS', a search bar, and links for 'Documentation', 'Support', 'Blog', and 'Apps'. The user profile 'Christopher Penn' is visible in the top right.

On the left sidebar, there is a 'Search Apps' field and a 'Recently Viewed' list containing several app entries, with 'WhatCounts Email ...' at the top.

The main content area is titled 'Apps > WhatCounts Email Marketing Newsletter'. It features two buttons: 'Edit App' and '+ Create New App'. Below this, there are several sections:

- Settings**: Includes an 'Edit Settings' link. The 'Summary' section displays:

App ID/API Key	142545589200505	App Secret
Contact Email	cpenn@whatcounts.com	Support URL
		http://www.whatcounts.com/
- Open Graph**: Includes an 'Edit Open Graph' link. A message states: 'You have not added any actions, objects, or profile units. Get started using the Open Graph.'
- Roles**: Includes an 'Edit Roles' link. The 'Admins' section shows a profile picture of Christopher Penn.
- Insights**: Includes a 'See All' link. It displays two columns of data:

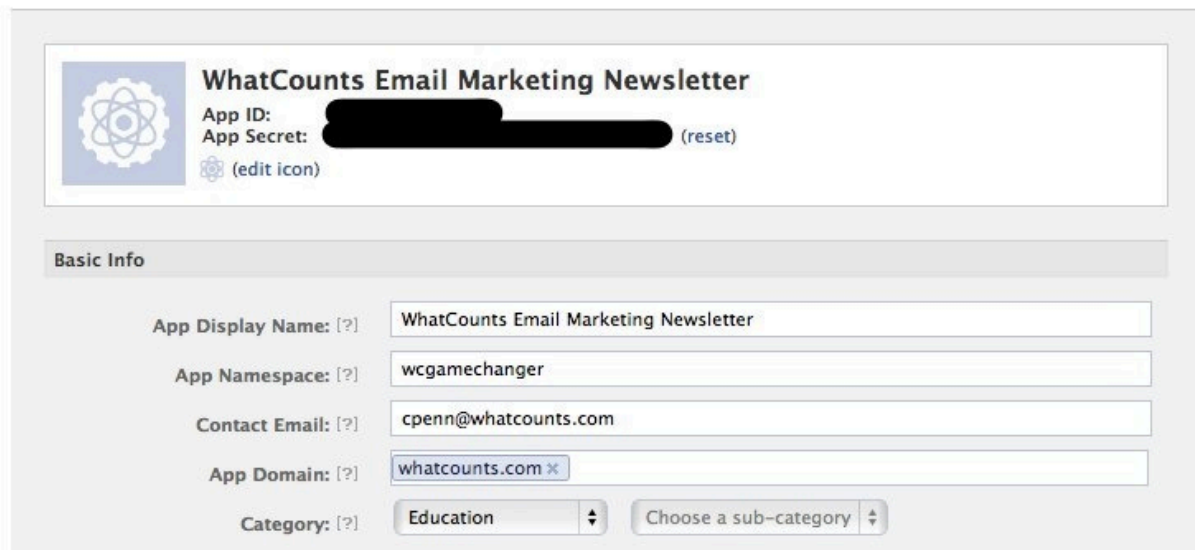
Users	Sharing
0 Daily New Users	0 Daily Content Shared
0 Daily Active Users	0 Feedback per Share

Now you're ready to begin configuring your app.

Configure Your App

Configuring your Facebook app is very straightforward, much simpler than it used to be. Type in the contact email of the person who is administering the app, as well as what website domain the app is being hosted on, then choose a category:

Apps ▶ WhatCounts Email Marketing Newsletter ▶ Basic



The screenshot shows the Facebook App Configuration interface. At the top, there's a header for 'WhatCounts Email Marketing Newsletter' with an app icon (a blue square with a white atom symbol) and fields for 'App ID' and 'App Secret' (both redacted with black bars). Below this is a 'Basic Info' section with several input fields: 'App Display Name' (filled with 'WhatCounts Email Marketing Newsletter'), 'App Namespace' (filled with 'wcgamechanger'), 'Contact Email' (filled with 'cpenn@whatcounts.com'), 'App Domain' (filled with 'whatcounts.com'), and 'Category' (set to 'Education'). There is also a 'Choose a sub-category' dropdown menu.

Note that wherever your app content lives, that domain should be in the App Domain section. Very important: as Facebook moves corporate brand pages to the new Timeline interface, you will absolutely want and need your application to have a bold call to action icon. It should be a 75x75 pixel graphic that ideally looks like a button of some kind. For example, here's the WhatCounts button:



Scroll down to the myriad menu of different ways your app can interface with Facebook and choose the Page Tab section.

Cloud Services

Hosting URL: [?] You have not generated a URL through one of our partners ([Get one](#))

Select how your app integrates with Facebook

☒
Page Tab
✕

Page Tab Name: [?] Free Email Tips

Page Tab URL: [?] http://www.whatcounts.com/wcfbapp/

Secure Page Tab URL: [?] https://www.whatcounts.com/wcfbapp/

Page Tab Edit URL: [?] http://www.whatcounts.com/wcfbapp/

☒
Website
Log in to my website using Facebook.

☒
App on Facebook
Use my app inside Facebook.com.

☒
Mobile Web
Bookmark my web app on Facebook mobile.

☒
Native iOS App
Publish from my iOS app to Facebook.

☒
Native Android App
Publish from my Android app to Facebook.

Save Changes

In the Page Tab, you'll want a very short name for the Page Tab Name. This is what users will see on your Facebook Page, so it should be brief and attention-getting - the value should be evident from the name. Ours is named Free Email Tips, as an example.

The next 3 lines are where you will put the URL of where the app content lives, from your web server. You'll need to put the respective regular and secure URLs in, so if they didn't work earlier, this is the point at which things will break.

Make sure there are no green check marks in any of the other sections. Hit Save Changes and your basic app should be configured and ready to deploy.

Install Your Facebook App

In what can only be described as the most arcane, confusing way possible to install an app, Facebook will have you create a custom URL that you'll visit once in order to put the app on your Facebook page. Make a note of your App ID on the app's settings page:

The screenshot shows the Facebook Developers interface for an app named 'WhatCounts Email Marketing Newsletter'. The top navigation bar includes 'facebook DEVELOPERS', a search bar, and links to 'Documentation', 'Support', 'Blog', and 'Apps'. The user 'Christopher Penn' is logged in. On the left, there's a sidebar with 'Search Apps' and 'Recently Viewed' apps. The main content area shows the app's settings, including a summary with the App ID/API Key (142545589200505), App Secret, Contact Email (cpenn@whatcounts.com), and Support URL (http://www.whatcounts.com/). Below this are sections for 'Open Graph', 'Roles' (showing an admin), and 'Insights' (showing 0 daily new users, 0 daily active users, 0 daily content shared, and 0 feedback per share).

Now you'll need to open a text editor and put the app ID and URL where the app lives into the following format:

http://www.facebook.com/dialog/pagetag?app_id=YOURAPPIDHERE&next=YOURAPPURLHERE


Here's an example of what this might look like:

`http://www.facebook.com/dialog/pagetag?
app_id=142545589200505&next=http://www.
whatcounts.com/wcfbapp/`

Open a web browser and type this in. You should see a dialog box appear that

looks like this:

Add Page Tab



Select the Facebook Pages to add **WhatCounts Email Marketing Newsletter** to:

Choose Facebook Pages ▼

Add Page Tab

Cancel

Choose your Facebook Page from the dropdown menu and then click Add Page Tab.

If everything has worked as intended, when you visit your Facebook Page, you should now see your App in the Timeline menu when you expand it:



Click on your app and choose Swap to move it in place of the Events button, so that when your timeline loads, it looks like this:



Congratulations! The hard part is done. You may optionally want to get creative with your Facebook Timeline Cover to highlight your email signup application. For example, in our cover image, we used CEO Allen Nance's photo as he was looking down (originally at his phone) to create a subtle line of sight attention draw to the Free Tips button.

Conclusion

We hope you've enjoyed and found useful this short guide to creating a Facebook App that allows your Facebook Page to boost your email subscribers. As always, WhatCounts is ready to assist you in any way we can to help you find and grow your email marketing ROI, from leveraging the power of social media to in-depth analysis of your email marketing metrics.

If you find that you need assistance even after reading through this guide, WhatCounts would be happy to help. Our Professional Services team can help you with any stage of this implementation, along with design and campaign production services, to help you get the most out of Facebook and email together. Feel free to contact us - for current customers, talk to your account manager. For customers-to-be, please give us a call at 866-804-0076 or visit us on the Web at www.WhatCounts.com to learn more.



About WhatCounts

WhatCounts is an email marketing service provider dedicated to helping you find and grow your email marketing ROI. We were founded in 2000 originally as an accounting software company (hence the name WhatCounts), before pivoting to

become an email service provider. When you get your start in accounting, you focus on what counts, and we've never taken our eye off helping customers get the maximum ROI out of their email marketing. Along the way, we grew by acquiring some of the best and brightest people in the email marketing industry, including the teams at Mansell Group and Blue Sky Factory.

Today, WhatCounts serves billions of emails to every nation in the world and we are proudest of the fact that some of our customers are seeing email marketing ROI as high as \$200 returned for every \$1 invested. We're headquartered in Atlanta, Georgia, with offices in Seattle, Sydney, Baltimore, and other regional locations.